

**BLUFFS ARTS COUNCIL
COUNCIL BLUFFS PARKS, RECREATION
& PUBLIC PROPERTY
AND
LOESS HILLS PRESERVATION SOCIETY
PRESENT**

Autumn in the Bluffs

Sponsorship Opportunities

Presenting Sponsor

As Presenting Sponsor, you will receive the maximum amount of visibility offered to any sponsor, through the use of logo placement in media promotion. The Presenting Sponsor will also be acknowledged through radio advertising, onsite announcements, and onsite logo display.

Benefits of Sponsorship

- Logo recognition and identification as presenting sponsor in all media promotion for Autumn in the Bluffs
- Logo will be prominently identified, along with those of other Presenting Sponsors, on all Autumn in the Bluffs promotional materials (e.g. posters, brochures)
- Logo will appear on Autumn in the Bluffs passports (schedule of events), which are planned to be distributed at sponsor locations, and during all Autumn in the Bluffs events
- Regular announcements will be made from the stage acknowledging the sponsorship
- Sponsor will be allowed to have an appropriate display in Bayliss Park during the weekend's events. Appropriate premiums, promotions, and literature may be distributed with prior approval from the Autumn in the Bluffs steering committee
- Sponsor will receive four free tickets to the Artist Reception and Blues Cruise
- First right of refusal by March 31, 2005 for 2005 sponsorship

Sponsorship cost: \$5,000

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Autumn in the Bluffs

Sponsorship Opportunities

Artist Reception and Fine Arts Display Sponsor

Your company will host the Autumn in the Bluffs Artist Reception.

You will be exclusive sponsor of the indoor fine arts display

Benefits of Sponsorship

- Logo will appear on Autumn in the Bluffs schedules, which are planned to be distributed through the Council Bluffs *Daily Nonpareil* and during all Autumn in the Bluffs events
- Large sign with the sponsor's name will be prominently displayed by the Fine Arts Display
- Sponsor will be allowed to have an appropriate display in Bayliss Park during the weekend's events. Appropriate premiums, promotions, and literature may be distributed with prior approval from the Autumn in the Bluffs steering committee
- Sponsor will receive ten tickets to the Artists Reception
- First right of refusal by March 31, 2005 for 2005 sponsorship

Sponsorship cost: \$1,500

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Autumn in the Bluffs

Sponsorship Opportunities

Sponsor of the Day

Your company can be a marquee participant in Autumn in the Bluffs. Autumn in the Bluffs will be officially sponsored by a different company each day.

Benefits of Sponsorship

- Logo will appear on Autumn in the Bluffs passports (schedule of events), which will be distributed at all sponsor locations and during all Autumn in the Bluffs events
- Identification as sponsor of the day in targeted radio commercials and print advertising
- Regular announcements will be made from the stage throughout the day, acknowledging the sponsorship
- Sponsor will be allowed to have an appropriate display in Bayliss Park during the weekend's events. Appropriate premiums, promotions, and literature may be distributed with prior approval from the Autumn in the Bluffs steering committee
- Sponsor will receive four tickets to the Artist Reception
- First right of refusal by March 31, 2005 for 2005 sponsorship

Sponsorship cost: \$2,500

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Autumn in the Bluffs

Sponsorship Opportunities

Entertainment Sponsor

Your company will bring the music, dancing, and singing to the party!

Benefits of Sponsorship

- Logo will appear on Autumn in the Bluffs passports (schedule of events), which will be distributed at sponsor locations and during all Autumn in the Bluffs events
- Identification as entertainment sponsor in targeted radio commercials and print advertising
- Regular announcements will be made from the stage acknowledging the sponsorship
- The sponsor can provide a sign or banner to display on stage during entertainment
- Sponsor will be allowed to have an appropriate display in Bayliss Park during the weekend's events. Appropriate premiums, promotions, and literature may be distributed with prior approval from the Autumn in the Bluffs steering committee
- Sponsor will receive four free tickets to the Artist Reception
- First right of refusal by March 31, 2005 for 2005 sponsorship

*Sponsorship cost: \$1,000/day
\$2,000/weekend*

The stage, located in Bayliss Park, will have performances throughout each day.

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Sponsorship Opportunities

“Blues Cruise” Sponsor

The Blues Cruise is a highlight of the Autumn in the Bluffs celebration, and includes an evening of entertainment aboard the River City Star.

Benefits of Sponsorship

- Logo will appear on Autumn in the Bluffs passports (schedule of events), which will be distributed at all sponsor locations and during all Autumn in the Bluffs events
- The sponsor can provide a large sign or banner to display on the boat
- Sponsor will be allowed to have an appropriate display in Bayliss Park during the weekend's events. Appropriate premiums, promotions, and literature may be distributed with prior approval from the Autumn in the Bluffs steering committee
- Sponsor will receive four tickets to the Artist Reception and four Blues Cruise tickets
- First right of refusal by March 31, 2005 for 2005 sponsorship

Sponsorship cost: \$2,500

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Autumn in the Bluffs

Sponsorship Opportunities

Children's Activities Sponsor

Your company will supply the fun for our youngest participants!

Benefits of Sponsorship

- Logo will appear on Autumn in the Bluffs passports (schedule of events), which will be distributed at all sponsor locations and during all Autumn in the Bluffs events
- Identification as children's activities sponsor in targeted radio commercials and print advertising
- Regular announcements will be made at the children's activities locations acknowledging the sponsorship
- The sponsor can provide a free-standing sign to display at the children's activities
- Sponsor will be allowed to have an appropriate display in Bayliss Park during the weekend's events. Appropriate premiums, promotions, and literature may be distributed with prior approval from the Autumn in the Bluffs steering committee
- Sponsor will receive four free tickets to the Artist Reception
- First right of refusal by March 31, 2005 for 2005 sponsorship

Sponsorship cost: \$2,000

Children's activities will take place in Bayliss Park at a designated location.

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Autumn in the Bluffs

Sponsorship Opportunities

Media and Promotions Sponsor

Your company will help spread the word about the Autumn in the Bluffs weekend!

Benefits of Sponsorship

- Logo will appear on Autumn in the Bluffs passports (schedule of events), which will be distributed at all sponsor locations and during all Autumn in the Bluffs events
- Logo will also appear in all other printed promotions, including posters, banners, billboards, etc. (as they apply).
- Regular announcements will be made from the stage acknowledging the sponsorship
- Sponsor will be allowed to have an appropriate display in Bayliss Park during the weekend's events. Appropriate premiums, promotions, and literature may be distributed with prior approval from the Autumn in the Bluffs steering committee
- Sponsor will receive six free tickets to the Artist Reception
- First right of refusal by March 31, 2005 for 2005 sponsorship

***Sponsorship cost: \$3,000
OR several sponsors may share this cost***

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Autumn in the Bluffs

Sponsorship Opportunities

Nature Activities Sponsor

As Sponsor of the Nature Activities, you will promote the beauty of the Loess Hills.

Benefits of Sponsorship

- Logo will appear on Autumn in the Bluffs passports (schedule of events), which will be distributed at all sponsor locations and during all Autumn in the Bluffs events
- Large sign with the sponsor's name will be prominently displayed on Vincent Bluff, site of the Autumn in the Bluffs Nature Activities
- Sponsor will be allowed to have an appropriate display in Bayliss Park during the weekend's events. Appropriate premiums, promotions, and literature may be distributed with prior approval from the Autumn in the Bluffs steering committee
- Sponsor will receive four tickets to the Artist Reception
- First right of refusal by March 31, 2005 for 2005 sponsorship

Sponsorship cost: \$500

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Autumn in the Bluffs

Sponsorship Opportunities

Photo Contest Sponsor

The Photo Contest is open to amateur photographers of all ages.

Benefits of Sponsorship

- Logo will appear on Autumn in the Bluffs passports (schedule of events), which will be distributed at all sponsor locations and during all Autumn in the Bluffs events
- Large sign with the sponsor's name will be prominently displayed on Vincent Bluff, site of the Autumn in the Bluffs Nature Activities
- Sponsor will be allowed to have an appropriate display in Bayliss Park during the weekend's events. Appropriate premiums, promotions, and literature may be distributed with prior approval from the Autumn in the Bluffs steering committee
- Sponsor will receive four tickets to the Artist Reception
- First right of refusal by March 31, 2005 for 2005 sponsorship

Sponsorship cost: \$500

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Autumn in the Bluffs

Sponsorship Opportunities

Closing Ceremony Sponsor

Your company will sponsor the closing ceremony of the
Second Annual Autumn in the Bluffs event!
The closing ceremony will hold a patriotic theme.

Benefits of Sponsorship

- Logo will appear on Autumn in the Bluffs passports (schedule of events), which will be distributed at all sponsor locations and during all Autumn in the Bluffs events
- Sponsor will be allowed to have an appropriate display in Bayliss Park during the weekend's events. Appropriate premiums, promotions, and literature may be distributed with prior approval from the Autumn in the Bluffs steering committee
- Sponsor will receive four tickets to the Artist Reception
- First right of refusal by March 31, 2005 for 2005 sponsorship

Sponsorship cost: \$500

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Autumn in the Bluffs

Sponsorship Opportunities

Supporting Business Opportunities

One of many ways to contribute to the success of our wonderful community event!

Benefits of Sponsorship

- Logo will appear on Autumn in the Bluffs passports (schedule of events), which will be distributed at all sponsor locations and during all Autumn in the Bluffs events
- Sponsor will receive two tickets to the Artist Reception

Sponsorship cost: \$100